
The Base Rate Fallacy In Probability Judgments

Theoretical Virtues in Science
Judgment Under Uncertainty
Why Coincidences, Miracles, and Rare Events Happen Every Day
Thinking, Fast and Slow
Statistics Done Wrong
Heuristics and Biases
An Examination of the Base-rate Fallacy in a Consumer Research Setting
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Implications for Patient Decision-making

*The Base Rate Fallacy
In Probability
Judgments*

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Theoretical Virtues in Science The Base-Rate Fallacy in Probability Judgments The base-rate fallacy is people's tendency to ignore base rates in favor of case-specific information (when such is available), rather than integrate the two. This tendency has important implications for understanding judgment phenomena in many clinical, legal, and social-psychological settings. According to the account suggested in this paper, people order information by its perceived degree of relevance, and let high-relevance items dominate low-relevance items. Information that relates more specifically to the judged target case or is causally linked to it is deemed more relevant than general background data, thus yielding the base-rate fallacy in typical Bayesian inference problems. A large series of probabilistic inference problems was presented to subjects, in which relevance was manipulated in various ways, and the empirical results confirm the above account. In particular, base rates will be combined with other information when the two kinds of information are made to appear equally relevant. (Author). The Base-rate Fallacy in School Psychology Implications for Decision-making The Base-rate Fallacy Implications for Patient Decision-making Cognitive Processes Underlying the Base-rate Fallacy in Individual Decision Making Statistics Done Wrong The Woefully Complete Guide Cognitive Illusions investigates a wide range of fascinating psychological effects in the way we think, judge and

remember in our everyday lives. At the beginning of each chapter, leading researchers in the field introduce the background to phenomena such as illusions of control, overconfidence and hindsight bias. This is followed by an explanation of the experimental context in which these illusions can be investigated and a theoretical discussion drawing conclusions about the wider implications of these fallacy and bias effects. Written with researchers and instructors in mind, this tightly edited, reader-friendly text provides both an overview of research in the area and many lively pedagogic features such as chapter summaries, further reading lists and suggestions for classroom demonstrations.

Judgment Under Uncertainty Farrar, Straus and Giroux

In this new book, Robert W. Proctor curates a collection of celebrated and seminal articles from the past 125 years of the *American Journal of Psychology*. The debut volume in the University of Illinois Press TMs Common Threads series, *Higher Mental Processes* reprints a suite of ten articles on processes of higher-order thinking. Proctor, current editor of the *AJP*, begins the volume with a special introduction that provides historical and scientific context for the contributions. Contributors: P. Baratta, M. H. Birnbaum, M. E. Bulbrook, L. S. Buyer, R. A. Carlson, S. N. F. Chant, A. A. Cleveland, T. D. Cutsforth, R. L. Dominowski, E. Galanter, P. N. Johnson-Laird, M. G. Preston, Robert W. Proctor, and J. Tagart.

Why Coincidences, Miracles, and Rare Events Happen Every Day University of Illinois Press

Cognitive Illusions explores a wide range

of fascinating psychological effects in the way we think, judge and remember in our everyday lives. Featuring contributions from leading researchers, the book defines what cognitive illusions are and discusses their theoretical status: are such illusions proof for a faulty human information-processing system, or do they only represent by-products of otherwise adaptive cognitive mechanisms? Throughout the book, background to phenomena such as illusions of control, overconfidence and hindsight bias are discussed, before considering the respective empirical research, potential explanations of the phenomenon, and relevant applied perspectives. Each chapter also features the detailed description of an experiment that can be used as classroom demonstration. Featuring six new chapters, this edition has been thoroughly updated throughout to reflect recent research and changes of focus within the field. This book will be of interest to students and researchers of cognitive illusions, specifically, those focusing on thinking, reasoning, decision-making and memory.

Thinking, Fast and Slow Ann Arbor, Mich.: University Microfilms International
Thirty-five chapters describe various judgmental heuristics and the biases they produce, not only in laboratory experiments, but in important social, medical, and political situations as well. Most review multiple studies or entire subareas rather than describing single experimental studies.

Statistics Done Wrong Ballantine Books

The base-rate fallacy is people's tendency to ignore base rates in favor of case-specific information (when such is available), rather than integrate the two. This tendency has important implications

for understanding judgment phenomena in many clinical, legal, and social-psychological settings. According to the account suggested in this paper, people order information by its perceived degree of relevance, and let high-relevance items dominate low-relevance items. Information that relates more specifically to the judged target case or is causally linked to it is deemed more relevant than general background data, thus yielding the base-rate fallacy in typical Bayesian inference problems. A large series of probabilistic inference problems was presented to subjects, in which relevance was manipulated in various ways, and the empirical results confirm the above account. In particular, base rates will be combined with other information when the two kinds of information are made to appear equally relevant. (Author).

Heuristics and Biases John Wiley & Sons

The Base-Rate Fallacy in Probability Judgments

An Examination of the Base-rate Fallacy in a Consumer Research Setting Oxford University Press

This reference work breaks new ground as an electronic resource. Utterly comprehensive, it serves as a repository of knowledge in the field as well as a frequently updated conduit of new material long before it finds its way into standard textbooks.

The Base-Rate Fallacy in Probability Judgments No Starch Press

If you think that statistics has nothing to say about what you do or how you could do it better, then you are either wrong or in need of a more interesting job.

Stephen Senn explains here how statistics determines many decisions about medical care, from allocating resources for health, to determining

which drugs to license, to cause-and-effect in relation to disease. He tackles big themes: clinical trials and the development of medicines, life tables, vaccines and their risks or lack of them, smoking and lung cancer and even the power of prayer. He entertains with puzzles and paradoxes and covers the lives of famous statistical pioneers. By the end of the book the reader will see how reasoning with probability is essential to making rational decisions in medicine, and how and when it can guide us when faced with choices that impact on our health and even life.

The Great Mental Models: General Thinking Concepts W. W. Norton & Company

This experiment examined two questions regarding the effect of base rate information on the clinical judgment task of predicting treatment outcome. The first question was the extent to which base rate information affects clinical judgments regarding treatment outcome in diagnoses of major depression and borderline personality disorder. The second question asked the degree to which characteristics of base rate information (i.e. causal relevance) influences clinicians' probability judgment regarding treatment outcome for each of the diagnostic cases.

Experienced Ph. D. level psychologists ($N = 348$) drawn from the 1996 membership directory of the American Psychological Association were randomly assigned one of the two cases. Each case was accompanied by a base rate condition with either (a) diagnosis-specific base rate information, (b) general base rate information, or (c) no base rate information given. A one-way ANOVA for major depression, $F(2, 173) = 2.294$, $p = .104$, and borderline personality disorder, $F(2, 169) = .556$, p

$= .575$ revealed that base rate information appeared not to have a specific effect on clinicians, probability judgments regarding the likelihood of symptomatic improvement that could be expected within a prescribed length of treatment for two specific disorders. Six planned a priori comparisons indicated that the characteristics of the base rate information likewise had no specific effect for either diagnostic case.

Analyses suggest that the lack of significant differences between base rate conditions may be due to the manner in which the stimulus base rate was presented and defined rather than a true lack of base rate influence. Participants appeared to use base rate and case information in a complex manner to arrive at a probability judgment.

Discussion focused on the role that the representativeness heuristic, base rate fallacy, and characteristics of the base rate and case information itself may have played in participants, decision making and judgment. Implications and suggestions for future research in this area are discussed.

Who is Wrong about what in what Way?
Macmillan

Scientific progress depends on good research, and good research needs good statistics. But statistical analysis is tricky to get right, even for the best and brightest of us. You'd be surprised how many scientists are doing it wrong.

Statistics Done Wrong is a pithy, essential guide to statistical blunders in modern science that will show you how to keep your research blunder-free.

You'll examine embarrassing errors and omissions in recent research, learn about the misconceptions and scientific politics that allow these mistakes to happen, and begin your quest to reform the way you and your peers do statistics.

You'll find advice on: -Asking the right question, designing the right experiment, choosing the right statistical analysis, and sticking to the plan -How to think about p values, significance, insignificance, confidence intervals, and regression -Choosing the right sample size and avoiding false positives -Reporting your analysis and publishing your data and source code -Procedures to follow, precautions to take, and analytical software that can help Scientists: Read this concise, powerful guide to help you produce statistically sound research. Statisticians: Give this book to everyone you know. The first step toward statistics done right is *Statistics Done Wrong*.

The Woefully Complete Guide

Psychology Press

Major New York Times bestseller Winner of the National Academy of Sciences Best Book Award in 2012 Selected by the New York Times Book Review as one of the ten best books of 2011 A Globe and Mail Best Books of the Year 2011 Title One of The Economist's 2011 Books of the Year One of The Wall Street Journal's Best Nonfiction Books of the Year 2011 2013 Presidential Medal of Freedom Recipient Kahneman's work with Amos Tversky is the subject of Michael Lewis's *The Undoing Project: A Friendship That Changed Our Minds* In the international bestseller, *Thinking, Fast and Slow*, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future,

the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions. Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble. Winner of the National Academy of Sciences Best Book Award and the Los Angeles Times Book Prize and selected by The New York Times Book Review as one of the ten best books of 2011, *Thinking, Fast and Slow* is destined to be a classic.

The Effects of Vividness on Subjects' Utilization of a Base-rate Psychology Press

Originally published in 1980, this title was the first of a new monograph series in social psychology. The editor presents a format for showing the progress of social psychology as a viable, exciting and relevant discipline. The papers contained in this volume represent progress in theory and method as well as in basic and applied research. In addition, recognising that not all social psychology is produced by people who label themselves as 'social psychologists' the volume contains the contributions of scholars who are best known for their work in other areas.

Cognition and Social Behavior

Wentworth Press

A comprehensive, up-to-date examination of the most important

theory, concepts, methodological approaches, and applications in the burgeoning field of judgment and decision making (JDM) Emphasizes the growth of JDM applications with chapters devoted to medical decision making, decision making and the law, consumer behavior, and more Addresses controversial topics from multiple perspectives – such as choice from description versus choice from experience – and contrasts between empirical methodologies employed in behavioral economics and psychology Brings together a multi-disciplinary group of contributors from across the social sciences, including psychology, economics, marketing, finance, public policy, sociology, and philosophy 2 Volumes

Cool Infographics Cambridge University Press

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. *The Great Mental Models: General Thinking Concepts* is the first book in *The Great Mental Models* series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will

discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada *How to Lie with Statistics* Psychology Press

A timely and accessible guide to 100 of the most infamous logical fallacies in Western philosophy, helping readers avoid and detect false assumptions and faulty reasoning You'll love this book or you'll hate it. So, you're either with us or against us. And if you're against us then you hate books. No true intellectual would hate this book. Ever decide to avoid a restaurant because of one bad meal? Choose a product because a celebrity endorsed it? Or ignore what a politician says because she's not a member of your party? For as long as people have been discussing, conversing, persuading, advocating, proselytizing, pontificating, or otherwise stating their case, their arguments have been vulnerable to false assumptions and faulty reasoning. Drawing upon a long history of logical falsehoods and philosophical flubs, *Bad Arguments*

demonstrates how misguided arguments come to be, and what we can do to detect them in the rhetoric of others and avoid using them ourselves.

Fallacies—or conclusions that don't follow from their premise—are at the root of most bad arguments, but it can be easy to stumble into a fallacy without realizing it. In this clear and concise guide to good arguments gone bad, Robert Arp, Steven Barbone, and Michael Bruce take readers through 100 of the most infamous fallacies in Western philosophy, identifying the most common missteps, pitfalls, and dead-ends of arguments gone awry. Whether an instance of sunk costs, is ought, affirming the consequent, moving the goal post, begging the question, or the ever-popular slippery slope, each fallacy engages with examples drawn from contemporary politics, economics, media, and popular culture. Further diagrams and tables supplement entries and contextualize common errors in logical reasoning. At a time in our world when it is crucial to be able to identify and challenge rhetorical half-truths, this book helps readers to better understand flawed argumentation and develop logical literacy. Unrivaled in its breadth of coverage and a worthy companion to its sister volume *Just the Arguments* (2011), *Bad Arguments* is an essential tool for undergraduate students and general readers looking to hone their critical thinking and rhetorical skills. *Higher Mental Processes* John Wiley & Sons

"Medical nihilism is the view that we should have little confidence in the effectiveness of medical interventions. This book argues that medical nihilism is a compelling view of modern medicine. If we consider the frequency of failed medical interventions, the extent of

misleading evidence in medical research, the thin theoretical basis of many interventions, and the malleability of empirical methods in medicine, and if we employ our best inductive framework, then our confidence in the effectiveness of medical interventions ought to be low" --

Effective Communication with Data Visualization and Design John Wiley & Sons

Contributions to Mathematical Psychology, Psychometrics and Methodology presents the most esteemed research findings of the 22nd European Mathematical Psychology Group meeting in Vienna, Austria, September 1991. The selection of work appearing in this volume contains not only contributions to mathematical psychology in the narrow sense, but also work in psychometrics and methodology, with the common element of all contributions being their attempt to deal with scientific problems in psychology with rigorous mathematics reasoning. The book contains 28 chapters divided into five parts: Perception, Learning, and Cognition; Choice and Reaction Time; Social Systems; Measurement and Psychometrics; and Methodology. It is of interest to all mathematical psychologists, educational psychologists, and graduate students in these areas. *Dicing with Death* Springer Science & Business Media

First published in 1976. Routledge is an imprint of Taylor & Francis, an information company.

Base-rate Fallacy Psychology Press
Make information memorable with creative visual design techniques
Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book

presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual, infographic resume Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With Cool Infographics,

you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data. Uncovering Reality through Theory Springer Science & Business Media The Cambridge Handbook of Thinking and Reasoning is the first comprehensive and authoritative handbook covering all the core topics of the field of thinking and reasoning. Written by the foremost experts from cognitive psychology, cognitive science, and cognitive neuroscience, individual chapters summarize basic concepts and findings for a major topic, sketch its history, and give a sense of the directions in which research is currently heading. The volume also includes work related to developmental, social and clinical psychology, philosophy, economics, artificial intelligence, linguistics, education, law, and medicine. Scholars and students in all these fields and others will find this to be a valuable collection.

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